

**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

**Contract # 337253**

Schedule Dates

10/18/12-10/24/12

Advertiser

Larry Kissell for Congress (9216)

Agency

Chao Strategy Message & Media (5389)

Product

Political - Federal Candidate (1067)

Brand

1774 CONGRESS (139852)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

CERTO, MICHELE

Phone/Fax

/

CPE

259/271/1774

Account Types

National/Political

Billing Type

Standard

Comments

KISSELL FOR CONGRESS

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered

10/17/12

Last Modified

10/17/12

Entered By

Jill Hipskind

CO-OP

No

Headline #

06379821

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$3,675.00

Net Total

\$20,825.00

Sales Tax

**Charlotte (WSOC)**

By Broadcast Month

Oct. 2012

Grand Total:

21

\$24,500.00

**Spots**

21

21

\$24,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/19/12-10/19/12	4	:30	6P-6:30P (EST)									1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWIT NWS 6	10/17/12
2.0	Normal Line / Spot	10/19/12-10/19/12	3	:30	7P-7:30P (EST)									1	\$1,600.00	\$1,600.00	Charlotte (WSOC)	REVISED RATE, INSIDE EDITION	10/17/12
3.0	Normal Line / Spot	10/19/12-10/19/12	4	:30	7A-8A (EST)									1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	REVISED RATE, GD MRN AMR-ABC	10/17/12
4.0	Normal Line / Spot	10/22/12-10/22/12	4	:30	11P-11:35P (EST)									1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWIT NWS 11	10/17/12
5.0	Normal Line / Spot	10/22/12-10/22/12	4	:30	6A-7A (EST)									1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	REVISED RATE, EYE NWS DAY8RK	10/17/12
6.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	7P-7:30P (EST)									1	\$1,600.00	\$1,600.00	Charlotte (WSOC)	REVISED RATE, INSIDE EDITION	10/17/12
7.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	7A-8A (EST)									2	\$325.00	\$650.00	Charlotte (WSOC)	EYE NW SA MRN2	10/17/12
8.0	Normal Line / Spot	10/21/12-10/21/12	4	:30	11P-11:35P (EST)									1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWIT NWS 11<	10/17/12
9.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	7A-8A (EST)									1	\$300.00	\$300.00	Charlotte (WSOC)	EYE NW SU MRN2	10/17/12
10.0	Normal Line / Spot	10/18/12-10/18/12	4	:30	11P-11:35P (EST)									1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWIT NWS 11	10/17/12
11.0	Normal Line / Spot	10/18/12-10/18/12	4	:30	6P-6:30P (EST)									1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWIT NWS 6	10/17/12

## CONFIRMATION CONTRACT

Date:

Accepted Station:

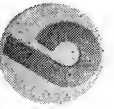
Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

Bookend P/B Piggy Back

Bookend At: 11:29 AM on Wednesday, October 17 2012



**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Chao Strategy Message & Media  
Attn: Kissell  
1322 G Street, SE  
Washington, DC 20003

# Contract # 337253

**Schedule Dates** 10/18/12-10/24/12  
**Advertiser** Larry Kissell for Congress (9216)  
**Agency** Chao Strategy Message & Media (5389)  
**Product** Political - Federal Candidate (1067)  
**Brand** 1774 CONGRESS (139852)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** CERTO, MICHELE  
**Phone/Fax** /

**CPE** 259/271/1774  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** KISSELL FOR CONGRESS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 10/17/12  
**Last Modified** 10/17/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06379821  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,675.00  
**Net Total** \$20,825.00  
**Sales Tax**

**Charlotte (WSOC)**  
**By Broadcast Month**  
Oct. 2012  
**Grand Total:**

Spots	Rate
21	\$24,500.00
21	\$24,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Spot	10/18/12-10/18/12	4	:30	6A- 7A (EST)					1				1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	REVISED RATE, EYE NWS DAYBRK	10/17/12
13.0	Normal Line / Spot	10/23/12-10/23/12	4	:30	6P- 6:30P (EST)			1						1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWIT NWS 6	10/17/12
14.0	Normal Line / Spot	10/23/12-10/23/12	4	:30	7A- 8A (EST)			1						1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	REVISED RATE, GD MRN AMR-ABC	10/17/12
15.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	11P- 11:35P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWIT NWS 11	10/17/12
16.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	6P- 6:30P (EST)			1						1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	REVISED RATE, EYE NWS DAYBRK	10/17/12
17.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	6A- 7A (EST)			1						1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	REVISED RATE, EYE NWS DAYBRK	10/17/12
18.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	7P- 7:30P (EST)			1						1	\$1,600.00	\$1,600.00	Charlotte (WSOC)	REVISED RATE, INSIDE EDITION	10/17/12
19.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	7A- 8A (EST)			1						1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	REVISED RATE, GD MRN AMR-ABC	10/17/12
20.0	Normal Line / Spot	10/20/12-10/20/12	4	:30	11:30P- 12A (EST)							1		1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	ADD. NEWS	10/17/12

## CONFIRMATION CONTRACT

Date:

Accepted Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

Bookend P/B Piggy Back

Booked At: 11:29 AM on Wednesday, October 17 2012

REP HEADLINE# 6379821  
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-225-4100 FAX# 610-225-1121  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT17/12 09.40  
\*\*\* WSOC-TV \*\*\*

ADV # ADV. NAME POLI/L KISSELL/D/CON/NC

AGY # AGY. NAME CHAO STRATEGY MESSAGE & MEDIA

1322 G STREET, SE

WASHINGTON, DC 20003

REP. # OFF. # 220 SALESMAN #

BUYER NAME MICHELE CERTO

SALES PRSN PH- NICK WELTE

ORDER # CONTRACT # 6379821

CLASS: NATL. LOCAL REGIONAL

PRDCT KISSELL FOR CONGRESS EST#1774 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT18/12 OCT24/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT17/12 09.40

REP: \*\*REVISION

TO JILL  
FR JARED  
RATE REVISED ON LINES 2,3,6,7,13,15,18-20  
CXL SPOT ON LINE 4  
SPOT ADDED ON LINE 8  
ADD TO SKED LINE 21  
TOTAL SAME \$24500  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 259  
AGENCY PRODUCT CODE = 271  
AGENCY EST# = 1774

1			600P-630P	30		\$1,500.00	10/19	10/19	1		FRI	1
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PROGRAM : EYEWIT NWS 6  
CON COM1 : EYEWIT NWS 6

OCT17/12 09.40  
\*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2		RZ	700P-730P	30		\$1,600.00	10/19	10/19	1		FRI	1
PROGRAM : INSIDE EDITION ORD COM1 : REVISED RATE CON COM1 : INSIDE EDITION												
3		RZ	700A-800A	30		\$1,075.00	10/19	10/19	1		FRI	1
PROGRAM : GD MRN AMR-ABC ORD COM1 : REVISED RATE CON COM1 : GD MRN AMR-ABC												
4		S	1000P-1100P	30		\$4,500.00	10/22	10/22	0		MON	0
PROGRAM : AVG. ALL WKS CON COM1 : AVG. ALL WKS												
5			1100P-1130P	30		\$1,200.00	10/22	10/22	1		MON	1
PROGRAM : EYEWIT NWS 11 CON COM1 : EYEWIT NWS 11												
6		RZ	600A-700A	30		\$1,175.00	10/22	10/22	1		MON	1
PROGRAM : EYE NWS DAYBRK ORD COM1 : REVISED RATE CON COM1 : EYE NWS DAYBRK												
7		RZ	700P-730P	30		\$1,600.00	10/22	10/22	1		MON	1
PROGRAM : INSIDE EDITION ORD COM1 : REVISED RATE CON COM1 : INSIDE EDITION												
8		S	700A-800A	30		\$325.00	10/20	10/20	2		SAT	2
PROGRAM : EYE NW SA MRN2 CON COM1 : EYE NW SA MRN2												
9			1100P-1135P	30		\$1,300.00	10/21	10/21	1		SUN	1
PROGRAM : EYEWIT NWS 11< CON COM1 : EYEWIT NWS 11<												

REP: TEL# 610-225-4100 FAX# 610-225-1131  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT17/12 09.40

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
10			700A-800A	30		\$300.00	10/21	10/21	1		SUN	1
PROGRAM : EYE NW SU MRN2												
CON COM1 : EYE NW SU MRN2												
11			1100P-1130P	30		\$1,200.00	10/18	10/18	1		THU	1
PROGRAM : EYEWIT NWS 11												
CON COM1 : EYEWIT NWS 11												
12			600P-630P	30		\$1,500.00	10/18	10/18	1		THU	1
PROGRAM : EYEWIT NWS 6												
CON COM1 : EYEWIT NWS 6												
13		RZ	600A-700A	30		\$1,175.00	10/18	10/18	1		THU	1
PROGRAM : EYE NWS DAYBRK												
ORD COM1 : REVISED RATE												
CON COM1 : EYE NWS DAYBRK												
14			600P-630P	30		\$1,500.00	10/23	10/23	1		TUE	1
PROGRAM : EYEWIT NWS 6												
CON COM1 : EYEWIT NWS 6												
15		RZ	700A-800A	30		\$1,075.00	10/23	10/23	1		TUE	1
PROGRAM : GD MRN AMR-ABC												
ORD COM1 : REVISED RATE												
CON COM1 : GD MRN AMR-ABC												
16			1100P-1130P	30		\$1,200.00	10/24	10/24	1		WED	1
PROGRAM : EYEWIT NWS 11												
CON COM1 : EYEWIT NWS 11												
17			600P-630P	30		\$1,500.00	10/24	10/24	1		WED	1
PROGRAM : EYEWIT NWS 6												
CON COM1 : EYEWIT NWS 6												

REP HEADLINE# 6379821  
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-225-4100 FAX# 610-225-1121  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT17/12 09.40  
\*\*\* WSOCT-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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18	RZ		600A-700A	30		\$1,175.00	10/24	10/24	1		WED	1
PROGRAM : EYE NWS DAYBRK												
ORD COM1: REVISED RATE												
CON COM1: EYE NWS DAYBRK												

19	RZ		700P-730P	30		\$1,600.00	10/24	10/24	1		WED	1
PROGRAM : INSIDE EDITION												
ORD COM1: REVISED RATE												
CON COM1: INSIDE EDITION												

20	RZ		700A-800A	30		\$1,075.00	10/24	10/24	1		WED	1
PROGRAM : GD MRN AMR-ABC												
ORD COM1: REVISED RATE												
CON COM1: GD MRN AMR-ABC												

21	A		1130P-1200M	30		\$1,100.00	10/20	10/20	1		SAT	1
PROGRAM : NEWS												
ORD COM1: ADD.												
CON COM1: NEWS												

OCT/12 24500.00 CONTRACT TOTAL 24500.00  
TOTAL SPOTS 21

MARKET TOTALS \$70,000 WSOC 35% WBTW 33% WCNC 17% WCCB 12% WJZY 2% WMYT 0% WAXN 1%  
CABL 0%

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE